

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

July 18, 1997

RJR Account #533288

Mr. B. Corrigan
JONES McINTOSH, INC.

SEPTEMBER DORAL B2G1F / PROMOTION #701143

Dear Bill:

DORAL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 150 skus of B2G1F Displays (Item #530030) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
<i>Light</i>	12300-22588	<u>10</u>
<i>Light Men 100</i>	12300-22592	<u>10</u>
<i>Light 100</i>	12300-22589	<u>10</u>
<i>FF 100</i>	12300-22590	<u>5</u>

DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

Product / Premium Arrival:

August 25, 1997

Ship Date to Retail:

Week of: September 8, 1997

SKU CUBE:

0.9960

SKU WT (w/o Product):

1.7000 lbs

Retail Sales Offer per Sku:

21 Offers

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT \$ Amount:

\$4,932.41

Non-EFT \$ Amount:

\$N/A

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B2G1F

JONES McINTOSH, INC.

PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'.

UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

PLACE INTO EACH DISPLAY:

- * 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100
- * 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
- * ONE COPY OF THE ATTACHED 'RETAILER LETTER'
(USE ATTACHED AS 'MASTER' TO MAKE NECESSARY NUMBER OF COPIES OF 'RETAILER LETTER')

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$171.50 (12.25 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: S. Schwalm

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Retailer Letter

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Here's A September Offer That's Sure To Please:

Buy Two Packs And Get One Free!

This "Buy 2 Packs - Get One Free" promotion is always popular with customers. For added value, smokers are invited to join Doral & Co. and become eligible to receive free offers and savings all year long. The Doral & Co. insert is sandwiched between the two packs.



This impactful Window Poster is a convenient 12"x12 $\frac{1}{2}$ " size and allows you to place it almost anywhere in your store.



The compact Display Unit easily fits on most counters. Offers come pre-sleeved in white cartons along with a fully assembled display that maximizes your retail counter space.

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BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

 PAGE: 7
 DATE: 97-06-30
 TIME: 09:21 AM

 WHOLESALER : 533288 JONES MCINTOSH TOBACCO CO. <DIRECT>
 TEMPLATE : 701143 70900 DOR B2G1F SEPT
 TEMPLATE SEQ : 0014
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162202	162232	075877	NORTHSIDE FOOD & BE	233 NORTH ST	AUBURN	NY	13021	1				(315)452-1235
162202	162232	284661	NOBLES CONV MART	91 SYRACUSE ST	BALDWINSVILLE	NY	13027	1		0976		(315)635-1223
162202	162237	328323	SUNSHINE MINI	500 OLD LIVERPOOL	LIVERPOOL	NY	13088	1				(315)453-6344
162202	162238	337722	VILLAGE STOP SHOP	102 S MAIN ST	CENTRAL SQUARE	NY	13036	1				(315)676-2347
162202	162237	458253	YOUR NEIGHBORHOOD S	302 MALDEN RD	MATTYDALE	NY	13211	1				(315)455-1234
162202	162230	464894	SUNSHINE MINIMART #	3000 BELGIUM RD	BALDWINSVILLE	NY	13027	5				(315)638-4090
162202	162230	491331	JOHN GLENN SERVICE RT.	57 @ JOHN GLE	LIVERPOOL	NY	13088	1				(315)457-5132
162202	162238	587630	MS GILL AUTO REPAIR	3511 BREWERTON RD	NORTH SYRACUSE	NY	13212	1				(315)455-1786
162202	162230	647727	A-PLUS MINI MARKET	7653 MORGAN RD.	LIVERPOOL	NY	13090	1	0362-0102			(315)652-7427
162202	162237	655485	MS GILL A-PLUS	5136 TAFT & BUCKL	LIVERPOOL	NY	13088	1	0362-0102			(315)458-2996
162202	162238	696065	CICERO GAE & GROCER	6190 S BAY RD	CICERO	NY	13039	1				(315)699-1970
162202	162230	718856	BALDWINSILLVE A-PLU	35 E GENESEE ST	BALDWINSVILLE	NY	13027	2	0362-0102			(315)635-6035
162202	162232	738679	MC'S	247 W GENESEE ST	AUBURN	NY	13021	2				
162202	162237	762308	GALEVILLE GROCERY	412 OLD LIVERPOOL	LIVERPOOL	NY	13088	1				(315)457-2020
162202	162232	762400	TRICOUNTY APLUS	2632 DOWNER ST	BALDWINSVILLE	NY	13027	5	0362-0102			(315)635-3556
162202	162238	762794	GEETA CORP APLUS	5824 E TAFT RD	NORTH SYRACUSE	NY	13212	1 NYS	0362-0102	044115		(315)458-3903
162202	162237	762896	R & J MOBIL EXPRESS	500 7TH NORTH ST	LIVERPOOL	NY	13088	1 NYS				(315)457-2462
162202	162232	269019	GEORGES GROCERY	1292 WATERLOO GEN	WATERLOO	NY	13165	3 NYS				7434 (315)539-4536
162205	162237	308693	MIKE'S MARKET	423 E DIVISION ST	SYRACUSE	NY	13208	2				(315)422-3052
162205	162237	621049	LUCKY 7	3100 COURT ST	SYRACUSE	NY	13206	5				(315)463-0491
162205	162237	649134	A-PLUS #4389	2500 ERIE BLVD.	SYRACUSE	NY	13224	1	0362-0102	042416		(315)446-1921
162205	162230	656818	EXPRESSWAY MKT	3226 S. SALINA ST	SYRACUSE	NY	13205	3				(315)492-2574
162205	162237	660937	ROSE'S CORNER MKT	539 COURT ST	SYRACUSE	NY	13208	2				(315)475-0143
162205	162237	696028	MAJOR GASLAND INC.	1825 TEALL AVE	SYRACUSE	NY	13206	1	0362-0102			(315)437-6096
162205	162237	696125	STAFFORD CONVENIENC	372 STAFFORD AVE	SYRACUSE	NY	13206	1				(315)433-0124
162205	162237	703571	KLEEN FOOD 2	500 CATHERINE ST	SYRACUSE	NY	13203	2				(315)474-4354
162205	162230	706003	VILLAGE MARKET	2261 MILTON AVE	SOLVAY	NY	13209	1				(315)487-2979
162205	162237	706005	FAMILY FOOD MARKET	814 BUTTERNUT ST	SYRACUSE	NY	13208	1				(315)474-0721
162205	162230	721872	NELSON'S NEWS	1 MONY PLZ	SYRACUSE	NY	13202	2				(315)478-5723
162205		722158	M&M GROCERY	140 OAKWOOD AVE	SYRACUSE	NY	13202	1				(315)425-9447
162205	162237	730136	EXTRA KLEEN FOOD	231 HANLEY AVE	SYRACUSE	NY	13203	3				(315)424-9506
162205	162237	731954	GOLDEN MKT 2, INC.	1701 COURT ST	SYRACUSE	NY	13208	3				(315)454-2013
162205	162237	732125	CFM #87001	356 N MIDLER AVE	SYRACUSE	NY	13206	1				(315)432-0152
162205	162237	739321	GOLDEN MARKET	1008 BUTTERNUT ST	SYRACUSE	NY	13208	5				(315)423-3773
162205	162237	744911	PAVIAS MARKET	854 N SALINA ST	SYRACUSE	NY	13208	3				(315)422-7961
162205	162237	762093	CHASES SMOKE SHOP	2829 JAMES ST	SYRACUSE	NY	13206	4				(315)463-9334
162205	162237	762499	LUDY'S GROCERY	106 OAK ST	SYRACUSE	NY	13203	3				(315)472-1119
162205	162230	763105	ON THE RUN	968 E BRIGHTON AV	SYRACUSE	NY	13205	1	1449-0000			(315)492-1150
162205	162230	375584	OLYMPIC NENS	109 S WARREN ST	SYRACUSE	NY	13202	1				(315)474-9564
162205	162230	391370	NEIGHBORHOOD FOODS	139 N GEDDES ST	SYRACUSE	NY	13204	5				(315)474-7704
162205	162230	431998	POOLERS GROC & DELI	301 S LOWELL AVE	SYRACUSE	NY	13204	2				(315)476-3720
162205	162237	500127	THE DEPOT	6497 E SENECA TPK	JAMESVILLE	NY	13078	2				(315)492-4741

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TERP RETAIL ACC#	NAME	ADDRESS	CITY	ST ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162205 162230 561366 ABORT-S BIG W#	4916 GROLIER RD	SYRACUSE	NY 13215	1					
162205 162237 571619 CGC MINI MART, INC	1431 N SALINA ST	SYRACUSE	NY 13208	5					(315) 479-5080
162205 162237 022805 OGDEN MINI MART	6325 THOMPSON RD	SYRACUSE	NY 13206	1					(315) 443-2905
162205 162237 042799 DIMARIA'S NEWS	325 GIFFORD ST	SYRACUSE	NY 13204	2					(315) 476-1757
162205 162230 059528 DESIMONE'S SERVICE	680 S SALINA ST	SYRACUSE	NY 13202	2					(315) 476-6903
162205 162230 060876 OGDEN MINI MART	1883 STATE FAIR	SYRACUSE	NY 13209	2					(315) 676-7130
162205 162237 085107 BEST DAIRY	2342 COUNTY ST	SYRACUSE	NY 13084	2					(315) 454-0910
162205 162230 171329 LAFAYETTE IGA #810	515 W GENESSEE ST	SYRACUSE	NY 13204	3					(315) 477-3301
162205 162237 172810 ISES SUPERETTE	210 DARK ST	SYRACUSE	NY 13203	2					(315) 472-7672
162205 162230 173020 ROCKS NEWS	447 N SALINA ST	SYRACUSE	NY 13202	2					(315) 475-7201
162205 162237 172826 STUDENT CHOICE FOOD 137 MARSHALL ST	137 MARSHALL ST	SYRACUSE	NY 13210	1					
162205 162230 173021 ROCKS NEWS	447 N SALINA ST	SYRACUSE	NY 13202	2					(315) 422-1197
162205 162237 173028 STUDENT SUPERETTE 1730 E SENeca Twp	1730 E SENeca Twp	SYRACUSE	NY 13078	2					
162205 162230 173029 STUDENT SUPERETTE 1730 W STUDENT SUPERETTE	1730 W STUDENT SUPERETTE	SYRACUSE	NY 13204	1					(315) 422-11684
162205 162230 173030 STUDENT SUPERETTE 1730 E STUDENT SUPERETTE	1730 E STUDENT SUPERETTE	SYRACUSE	NY 13204	1					(315) 422-0606
162205 162231 305120 COSTA'S MARKET	660 UNIONPK	SYRACUSE	NY 13226	1					(315) 446-2064
162205 162233 5939498 JAMES ST MARKET	401 JAMES ST	OTICA	NY 13051	4					(315) 687-3400
162205 162237 662865 A-PLUS #4212	3492 E BRIE BLVD E	DEMUTT	NY 13214	1					(315) 446-6241
162205 162236 6881168 JOE'S ADORNACK	1253 W MAIN RD	COLD BROOK	NY 13057	2					(315) 826-7550
162205 162231 579857 NEWFIELD SONNY'S	1253 W MAIN ST	NEWARK	NY 13513	1					(315) 331-5090
162205 162242 527607 NICE N ASY #2401	703 S MAIN ST	NEWARK	NY 13513	1					(607) 275-0129
162205 162242 577362 MILES NEWS STORE	48 CHURCH ST	CANJAHARIE	NY 13317	3					C-1055 (518) 673-5915
162205 162243 577362 MILES NEWS STORE	400859 TOMA'S	MOWARK MINI	NY 13501	3					(315) 732-5970
162205 162243 579233 VALANO'S CLIFTON N 22 W MAIN STREET	1160 MOWARK ST	UTICA	NY 13501	3					917153 (315) 331-7438
162205 162243 5951233 VICTOR CONVENTION	6373 VICTOR MANCH VICTOR	NY 14864		2					(716) 742-2150
162205 162243 654787 VICTOR CONVENTION	1253 W MAIN RD	NEWFIELD	NY 14867	1					(315) 462-5297
162205 162243 6597233 VALANO'S CLIFTON N 22 W MAIN STREET	1253 W MAIN ST	NEWFIELD	NY 14867	1					(315) 462-8851
162205 162243 677756 RABANN INC.	DBA SCHAEFER'S MK SODS	NY 14551		1					(315) 483-4509
162205 162243 750230 VALVANO'S PLMVR	NE 212 E MAIN ST	PLMVR	NY 14522	1					(315) 597-8851
162205 162244 268994 NORTHSIDE GROCERY	1202 N MAIN ST	NEWARK	NY 14513	5					917153 (315) 331-7438

PAGE BREAK TOTAL ACCOUNTS	73	TOTAL QUANTITY	148

TERPILATE TOTAL ACCOUNTS 73 TOTAL QUANTITY 148



To All RJR Retail Partners

RETAILER LETTER

DORAL B2G1F

OUR #1 PRIORITY IN 1997 WILL BE TO GET OUR PROMOTIONS TO YOUR CUSTOMERS IN THE QUICKEST WAY POSSIBLE. OUR 1997 PROMOTIONS DIFFER FROM PAST PROMOTIONS AS FOLLOWS:

- WE ASK YOU TO ASSEMBLE DISPLAYS AT YOUR STORE
- EACH DISPLAY CONTAINS UNPROMOTED LOOSE PACKS

IMPORTANT NOTE: THIS IS NOT A MISTAKE AT YOUR WHOLESALER.

DO NOT RETURN THIS PRODUCT TO YOUR WHOLESALER.

PLACE THIS PRODUCT INTO YOUR REGULAR INVENTORY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

RETAILDR.DOC

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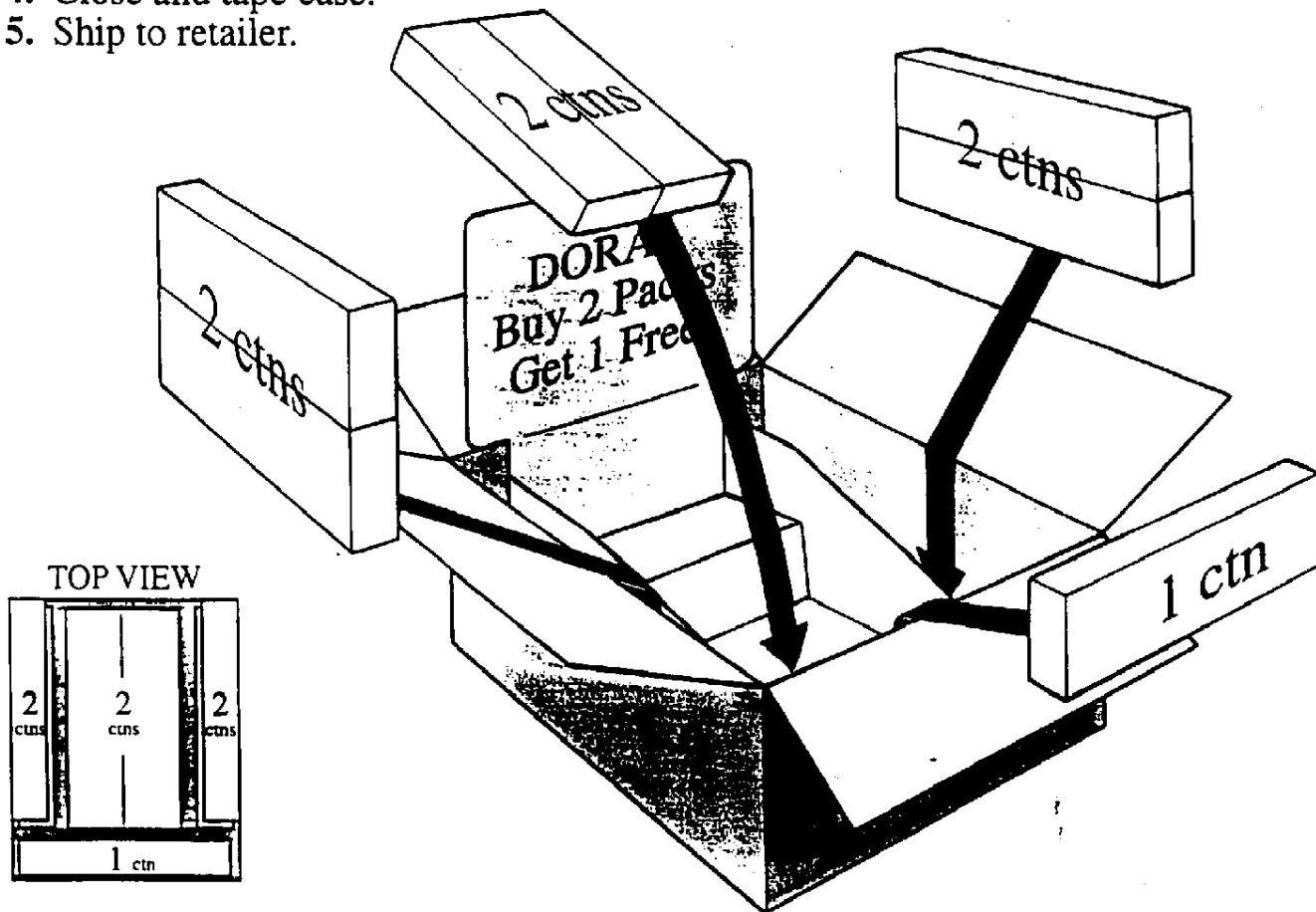
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 3RD QTR '97

September DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display. **(Promotional product is in white cartons and is pre-sleeved).**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



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Item: #530030

Description: DORAL September B2G1F Display/POS Kit

Brand Style	Light	4MEN 100	Light 100	ff 100		
Number of Cartons	2	2	2	1		

GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

11/05/97

ACCOUNT NUMBER: 533288 JONES MCINTOSH INC
VOUCHER NUMBER: 15377529 4036 NEW COURT AVE
DATE WRITTEN: 11/05/97 SYRACUSE , NY 13206
STATUS: PAID
AMOUNT PAID: 186.20 SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	13.30	186.20

EXPLANATION: NOV DOR B2G1F 701647 HB

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